

Amendments to the Claims

This listing of claims will replace all prior versions and listing of claims in the present application:

Listing of Claims:

5 1 and 3-11 (cancelled)

12. (currently amended) An advertising system comprising:
a consumer communication device;
a server to which a consumer may link and initiate a consumer inquiry using said
consumer communication device; and
10 wherein said server is programed to charge to a party an advertising cost for an
advertising size and to receive from said party one or more discount amount to an asking price
for a subject matter of said advertisement and offering said one or more discount amount to said
consumer, wherein each incrementally larger of said discount amount offered by said party to
said consumer generates an incremental increase in said advertising size and an incremental
15 decrease in said advertising cost.

14. (original) The advertising system of Claim 12 wherein said discount amount ranges from
between none to approximately 90% of said asking price.

15. (original) The advertising system of Claim 14 wherein decreases to said advertising cost are
between approximately none when said discount amount is none and up incrementally to 100%
20 as said discount amount is incrementally increased.

16. (currently amended) The advertising system of Claim 14 wherein increases to said advertising size over a basic size are between none when said discount amount is none and up incrementally, as overall space for an increase in said adverti[[ze]]sing size permits, as said discount amount is incrementally increased.

5 17. (previously presented) The advertising system of Claim 12 further comprises said server programed to request additional information from said consumer and, dependent on answers provided by said consumer, to permit said consumer to select one or more of said one or more discount amount and storing said answers as information about said consumer and making said information available to said party.

10 18. (previously presented) The advertising system of Claim 17 further comprises said server programed to provide to said consumer a certificate reflecting said selection and based on said information.

15 19. (previously presented) The advertising system of Claim 18 further comprises said server programed to compile a report to said party wherein said report comprises a value between said advertising cost and a frequency of certificates provided on each subject matter of said advertisement.